

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 10/13/2015	(3) CONTACT/PHONE Whitney Szentesi/(805) 788-2778	
(4) SUBJECT Report on the Countywide Communications Plan. All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board receive and file a staff presentation on the Countywide Communications Plan.			
(6) FUNDING SOURCE(S) General Fund	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT { } Consent { } Presentation { } Hearing (Time Est. ____) {X} Board Business (Time Est. <u>15 min.</u>)			
(11) EXECUTED DOCUMENTS { } Resolutions { } Contracts { } Ordinances {X} N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: { } 4/5 Vote Required { } N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY { } N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW This item was prepared by the Administrative Office.			
(18) SUPERVISOR DISTRICT(S) All Districts			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Administrative Office / Whitney Szentesi/(805) 788-2778

DATE: 10/13/2015

SUBJECT: Report on the Countywide Communications Plan. All Districts.

RECOMMENDATION

It is recommended that the Board receive and file a staff presentation on the Countywide Communications Plan.

DISCUSSION

The County of San Luis Obispo is working on improving its communications with the community to increase public awareness of County services and programs and increase citizen engagement with County government. As part of this effort, County staff has developed a communications plan to be implemented through December 2016.

The plan focuses on three primary audiences: (1) County residents, (2) County employees and (3) industry peers. While there are many other audiences that the County will inevitably reach through the strategies outlined in the communications plan, the aforementioned audiences are important because they have the highest potential to be impacted by County programs and services and, at the same time, the County would be vulnerable if it didn't reach out to these audiences.

The communications plan includes eight strategies, including:

1. Creating a clear countywide brand identity and guidelines to standardize how the County is visually represented across all departments.
2. Designing and developing a new County website to increase transparency and citizen engagement through enhanced digital communications.
3. Continue producing an interactive annual report online to educate the public on the County's achievements and challenges.
4. Advertising via the County Government Center televisions and government public access channel to raise awareness of County-sponsored events, programs, projects and services.
5. Establishing an engagement team to focus specifically on increasing citizen and employee engagement.
6. Using social media to connect with primary audiences and foster meaningful relationships with citizens and employees by proactively engaging them online.
7. Building and maintaining relationships with industry partners and industry media to solidify the County as a world-class organization among industry peers.
8. Building and maintaining relationships with local media to raise awareness of stories that otherwise might not be covered.

An overview of the plan is provided in Attachment 1. County staff will regularly evaluate the impact these strategies are having on the goals mentioned above and will adjust the plan as needed.

OTHER AGENCY INVOLVEMENT/IMPACT

The majority of the plan will be implemented and managed by the County Administrative Office, in collaboration with all other departments.

FINANCIAL CONSIDERATIONS

The Countywide Communications Plan report does not authorize the expenditure of County funds.

RESULTS

The County intends to increase awareness of public services and programs and increase citizen engagement as a result of this communications plan. This is consistent with the County's mission to serve the community with pride to enhance the economic, environmental and social quality of life in San Luis Obispo County.

ATTACHMENTS

1. Attachment 1 - Communications Plan Overview